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ABSTRACT

Tobacco use remains the leading preventable cause of death in the United States, causing more than 400,000 deaths each year and resulting in an annual cost of more than $50 billion in direct medical costs. This paper provides tips and resources to help communities undertake the necessary steps to reduce tobacco use. It includes a list of national organizations, publications, and names of community leaders with expertise in tobacco use prevention. It also contains stories of how some communities have responded to this problem. (JDM)

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Technical Assistance Packet

Join Together:
A National Resource for Communities Fighting Substance Abuse and Gun Violence

www.jointogether.org/

April 2000

ED 456 357

Description of the Issue

Tobacco use remains the leading preventable cause of death in the United States, causing more than 400,000 deaths each year and resulting in an annual cost of more than $50 billion in direct medical costs. Each year, smoking kills more people than AIDS, alcohol, drug abuse, car crashes, murders, suicides, and fires---combined!

Nationally, smoking results in more than 5 million years of potential life lost each year.

Approximately 80% of adult smokers started smoking before the age of 18. Every day, nearly 3,000 young people under the age of 18 become regular smokers.

More than 5 million children living today will die prematurely because of a decision they will make as adolescents---the decision to smoke cigarettes.
-(CDC)

What follows is a list of national organizations, publications, community leaders with an expertise in tobacco, and community stories.

National Resources

The Office of Smoking and Health (OSH)
OSH is responsible for leading and coordinating strategic efforts aimed at preventing tobacco use among youth, promoting smoking cessation, and protecting nonsmokers from environmental tobacco smoke (ETS). They have a publications catalog of education and information materials, a smoking and health database with over 60,00 abstracts and articles on tobacco.
US Centers for Disease Control and Prevention, 4770 Buford Highway N.E., Mail Stop K-50, Atlanta, GA 30341; Tel: 404-488-5701 or 800-CDC-1311; www.cdc.gov/tobacco

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American Cancer Society (ACS)

ACS provides educational materials on the dangers of smoking, as well as booklets, pamphlets, and other smoking cessation materials. The national office can direct you to local smoking cessation programs and providers who specialize in youth services.
1599 Clifton Road, NE, Atlanta, GA 30329; Tel: 1-800-ACS-2345;
www.cancer.org/tobacco/index.html

American Lung Association

The American Lung Association provides information and support around smoking prevention, cessation, health statistics and research, and programs as part of its tobacco control initiative.
1740 Broadway, New York, NY 10019; Tel: 212-315-8700; Eml: info@lungusa.org;
www.lungusa.org

Massachusetts Department of Public Health Tobacco Control Program

The Massachusetts Tobacco Control Program (MTCP) is a statewide government program dedicated to addressing the severe health risks associated with tobacco use. MTCP funds local and statewide programs, conducts tobacco related research, supports a comprehensive media campaign, and monitors the activity of the tobacco industry through regulations requiring disclosure of ingredients, more accurate measures of nicotine levels, and measures of toxic smoke constituents. The program has also assisted in the creation of a number of web-based resources, including: www.freshair.com/ (youth site), www.getoutraged.com/ (discussion forum), www.tobaccodocuments.com/ (recently released court documents), and www.jsi.org/health/mtec (Tobacco Education Clearinghouse).
150 Tremont Street, Boston, MA 02111; Tel: 617-727-9236; www.state.ma.us/dph/mtcp/home.htm

The National Clearinghouse for Alcohol and Drug Information (NCADI)

NCADI is the nation's largest repository of alcohol, tobacco and other drug information. They offer a host of information for youth, parents, schools and community leaders on how to prevent and reduce tobacco use. Materials include the results of the latest studies and surveys, helpful guides, videocassettes, pamphlets and brochures from the Public Health Service. Many of these materials are available in bulk quantities and free of charge.
P.O. Box 2345, Rockville, MD 20847-2345; Tel: 800-729-6686; Eml: info@health.org;
www.health.org/

National Cancer Institute (NCI) and the Cancer Information Service (CIS)

NCI puts out a number of publications related to tobacco and cancer. They disseminate the Tobacco Monograph Series that addresses topics such as smokeless tobacco, environmental tobacco smoke, tobacco and oral health, and cigars. They also publish fact sheets and smoking cessation information. The Cancer Information Service is NCI's clearinghouse of information and resources.
NCI Public Inquiries Office, Building 31, Room 10A03, 31 Center Drive, MSC 2580, Bethesda, MD 20892-2580; Tel: 301-435-3848; www.nci.nih.gov/; CIS 800-4-CANCER (800-422-6237);
www.cis.nic.nih.gov/.

SmokeLess States Tobacco Use Prevention Program
The SmokeLess States National Tobacco Prevention and Control Program is the largest non-government-funded tobacco control program in the county. The goal of the SmokeLess States program is to reduce tobacco use, particularly among children. To meet this goal, SmokeLess States funds multi-member coalitions in 28 states and the District of Columbia that: 1) partner with local communities to promote public awareness of the dangers of tobacco use; 2) educate the public regarding policy options related to tobacco and; 3) enhance local prevention and treatment programs. American Medical Foundation, 515 North State Street, Chicago, IL 60610; Tel: 312-464-5000; Fax: 312-464-4111; www.ama-assn.org/special/aos/tobacco/geninfo.htm

Cessation

The Quitnet
The Quitnet is the world's largest smoking cessation program. This website offers Quitting Help, interactive tools and questionnaires, quitting guides, ways to find support and more! The "Talk" area is the heart and soul of the QuitNet. There you will find a strong user community. QuitNet's library provides useful and practical resources on just about everything related to quitting smoking. The daily tobacco news section provides the latest and comprehensive news on all aspects of tobacco, and the links area contains a categorized database of smoking, tobacco and nicotine addiction related web sites. www.quitnet.org

Advocacy/Legislation

Americans for Non-Smokers Rights (ANR)
ANR specializes in implementing measures to protect the public from environmental tobacco smoke. The group also provides information on preemption and strategies to challenge this type of tobacco-industry related maneuvering. This organization has done a lot around the issue of smoking in restaurants. ANR has also developed a project that creates comprehensive educational programs for school-aged youth on issues of smoking prevention and their right to breathe smoke-free air. This program is known as "TEENS AS TEACHERS." ANR also provides educational materials to aid adults in their quest for a smoke-free environment.
2530 San Pablo Avenue, Suite J, Berkeley, CA 94702; Tel: 510-841-3032; Eml: anr@no-smoke.org; www.no-smoke.org/

Action on Smoking or Health (ASH)
Provides legal action and education on the hazards of smoking, protects the rights of the non-smoking majority.
2013 H Street, NW, Washington, DC 20006; Tel: 202-659-4310; www.ash.org/

Ordinances/Regulation/Enforcement

Smoke-Free Educational Services, Inc. (SES)
This group publishes a quarterly newsletter, often containing the latest information about tobacco advertising bans, smoke-free restaurant laws, scientific information and updates, and policy changes.
375 South End Avenue, Suite 32F, New York, NY 10280-1085; Tel: 212-912-0960

Prevention/Youth

Campaign for Tobacco Free Kids
This national organization focuses on the nation's attention and action on reducing tobacco use among children. The Center's mandate is to change the social environment and public policies to reduce tobacco use by children, and serve as a counter force to the tobacco industry. News, publications and reports are available.
1707 L Street, NW, Suite 400, Washington, DC 20036; Tel: 202-296-5469 or 800-284-KIDS; Eml: info@tobaccofreekids.org; www.tobaccofreekids.org/

Stop Teenage Addiction to Tobacco (STAT)
STAT is a national organization that focuses primarily on prevention of tobacco problems. STAT provides comprehensive, practical knowledge about tobacco use and on preventing sales of tobacco products to minors. STAT analyzes tobacco product marketing strategies, conducts regional training programs and offers consultation on how to prevent adolescent access to tobacco. STAT publishes *Tobacco Free Youth Reporter* and *STAT: A Community Organizer's Manual.*
511 E. Columbus Avenue, Springfield, MA 01105; Tel: 413-736-5251

Publications and How to Order Them

The publications listed here are both free and of modest cost.

- *The following Join Together publication is available online at* **www.jointogether.org/publications** *or by calling Join Together at 617-437-1500:*
    - *The Tobacco Settlement: What Community Groups Can Do*

- *Substance Abuse Resource Guide: Tobacco*
  This resource guide put out by the Center for Substance Abuse Prevention provides a listing of prevention materials, articles and reports, and organization contacts, including websites to help community groups and individuals prevent and reduce tobacco use. To order your free copy contact: National Clearinghouse on Alcohol and Drug Information at 800-729-6686, online at www.health.org, or by email at info@health.org.

- *Implementing the SYNAR Regulation: Strategies for Reducing Sales of Tobacco Products to Minors*
  According to SYNAR Legislation, states must reduce their tobacco sales rates to minors to 20 percent or less to remain in compliance. This technical Report from SAMHSA/CSAP is the third in a series includes analysis of sales patterns, health consequences and research evidence on a variety of strategies to change the environment to one that does not support tobacco sales to minors. To get copies of this document or the others in the series, contact: National Clearinghouse on Alcohol and Drug Information at 800-729-6686, online at www.health.org, or by email at info@health.org.

- *Massachusetts Tobacco Control Program Media and Message Guide*
  The principles discussed in this guide can be applied to all substance abuse media outreach. Public Relations 101, Media Messages, Media Relations, Reaching Adults through Youth, Media Relation's Tools, Media Interviews, and Public Service Announcements Vs. Paid Announcements are just some of the chapters included in this guide. To order a copy of this guide, contact the Massachusetts Tobacco Education Clearinghouse (MTEC), 210 Lincoln Street, Boston, MA 02111; Tel: 617-482-9485; Fax: 617-482-0617.

- *Stop Tobacco Ads Menacing Providence (STAMP) Report*
  This report details the strategic campaign initiated by Direct Action for Rights & Equality (DARE), under the direction of the Rhode Island Department of Health's Project ASSIST (America Stop Smoking Intervention Study) Program in early 1994. The goal of this project was to organize community residents in areas of Providence, RI to evaluate the impact of advertising in their neighborhoods. The report details the strategic targeting of youth & minorities by the tobacco industry and options for regulating cigarette advertising. The report is available for a cost recovery fee of $20 plus postage and handling. For more information contact: DARE, 340 Lockwood St., Providence, RI 02907; Tel: 401-351-6960.

Community Leaders

Donna Grande
Project Director
SmokLess States
American Medical Association
515 N State Street
Chicago, IL 60610
Tel: 312-464-4111
Eml: Donna_Grande@ama-assn.org

Gretchen Griffin
ASSIST Project Manager
MN Department of Health
85 E 7th Place
PO Box 64882
Saint Paul, MN 55164
Tel: 651-281-9780
Eml: Gretchen.Griffin@health.state.mn.us

Lori Zehe
Executive Director
Capital Area Substance Abuse Council
776 Farmington Avenue
West Hartford, CT 06119
Tel: 860-586-8838
Fax: 860-586-8834
Eml: lzehe@casac.org

Community Stories

Stories listed below are reprinted from Join Together Online. Similar stories can be found at www.jointogether.org.

The Connecticut statewide tobacco control coalition **MATCH (Mobilize Against Tobacco for Children's Health)** relies on citizens to help educate legislators about the need to support smoking prevention and cessation programs. "State legislative officials have told us that they are most responsive to the calls they receive from the local people who they represent," explains Lori Zehe, the coalition's director. "A number of state representatives have contacted us because of the outpouring of support they have received from constituents for appropriate allocation of funds towards tobacco prevention, cessation and control efforts," Zehe says. MATCH is taking two approaches to advocate for the effective use of tobacco settlement money. They have hired a person to work directly with legislative leaders in the state. They are also mobilizing their vast network of 14 community-based regional action coalitions (whose membership includes local prevention councils) to educate local residents about the tobacco settlement funds. MATCH is one of the Robert Wood Johnson Foundation's SmokeLess States Coalitions. It has also been recognized and received funding for its advocacy efforts from the National Campaign for Tobacco-Free Kids. For more information, contact Lori Zehe at 860-586-8838.

The **Coalition Against Billboard Advertising of Alcohol and Tobacco** wanted all alcohol and tobacco products to be removed from public viewing on the basis that, though they are legal products, they in fact are illegal for children. Furthermore both are addictive products, and 'legal' drugs thus endangering to users and abusers. Today the city of Detroit has instituted an ordinance that prohibits banners from hanging on buildings. This has been a tremendous help in eliminating one form of advertising abuse. Also, Detroit's bus system has instituted a policy which no longer allows for advertising of alcohol and tobacco on the side panels of buses. For more information, contact Alberta Tinsley-Talabi at 313-224-1645.

Campaign Reduces Florida Teen Smoking

A two-year education effort and ad campaign has lowered the number of teen smokers in Florida. According to Florida officials, the anti-tobacco campaign helped reduce middle-school smoking by more than half, and lowered smoking among high-school students by 24 percent. As a result, nearly 80,000 fewer Florida teens now smoke cigarettes. The multimillion-dollar campaign was financed by Florida's $11.3 billion tobacco settlement. The results were based on a survey of 23,000 students. The survey also found that Florida's teen smoking rate declined faster than the national average. For more information, contact Debra Bodenstin at 850-245-4366.